

DEC 29 1994

December 22, 1994

file

TO: Region Operations Managers

FROM: George Smith

SUBJECT: Nash Finch Status Update

DM	T&D	REP
1224	_____	_____
1225	_____	_____
1228	_____	_____
1229	_____	_____
1230	_____	_____
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

Attached for your information and use is a summary page (Attachment) which shows each Nash Finch division's Alliance accrual YTD ending November 30, 1994.

Each ship-to location will continue to accrue \$.80 per carton on all Value & Quality purchases and each location is to develop a quarterly promotional program for Value & Quality cigarettes.

During the month of January (some Divisions started in December), Nash Finch will be running a national promotion on Value & Quality. They will announce to their retail customers that starting in January, Nash Finch will be applying \$2.00 coupons on all cartons of Value & Quality cigarettes at retail. Nash Finch will announce this promotion to all retailers to obtain promotional support and displays on Value & Quality.

If you would like to get your people involved in implementing this program at retail or feel a \$.20 per pack promotion is a better use of funds in a chain, please contact your local Nash Finch Branch and work out the details.

Attachment

cc: D. R. Baker
J. W. Best
P. J. Cundari
S. G. Hanes
S. R. Qualkinbush
T. M. Renehan
L. S. Schreiber
D. L. Wilmesher

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NASH FINCH ACCRUAL BALANCE

Branch	Account Number	Division Number	Total Accrual BALANCE 1130/94	Program Spending	Balance
Lumberton	339656	2134	6,477		6,477
Cedar Rapids	450480	6238	18,219		18,219
Fargo	451670	6336	9,714		9,714
Grand Island	451920	6942	19,272	12,780	6,492
Minot	452700	6336	1,722		1,722
Rapid City	453480	6334	19,554		19,554
Saint Cloud	453600	6326	11,148		11,148
Sioux Falls	453720	6334	4,212		4,212
Lincoln	453760	6942	4,995	4,260	735
Newton	496828	2128	0		0
Denver	502231	5332	2,904		2,904
Bluefield	573216	2138	9,660		9,660
Rocky Mount	575484	2124	0		0
Macon	578522	2434	15,396	15,162	234
Appleton	590425	6322	3,063		3,063
TOTALS			126,336	32,202	94,134

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